LIQUID COURAGE AND SATURDAYS: A

STUDY OF THE RELATIONSHIP BETWEEN

COLLEGE FOOTBALL GAME DAY AND

STUDENT ALCOHOL CONSUMPTION

By

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Abstract: College football is a major part of many NCAA Division 1 schools, especially in the south. Tailgating is often associated with these college football game days on college campuses. One aspect commonly associated with tailgating is alcohol consumption. This study surveyed students of Oklahoma State University to investigate how much alcohol they consumed on a typical game day and why they chose to consume. Using a Wilcoxon signed-rank test, the study evaluated levels at which certain student groups drank and compared drinking on game days to drinking at other party events.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

INTRODUCTION

Introduction

Throughout the history of the United States, sports has been a way for Americans to escape everyday life and relax (Cohen, 2007). At the beginning of the 19th century, horse racing was a popular event to attend and signified wealth and high social status (Cohen, 2007). Outside of horse racing, gymnastics and Olympic track and field events were also considered respectable spectator ventures (Gale Research, 1997). By the mid 1800's, boxing and baseball had gained popularity (Gale Research, 1997). Baseball introduced the idea of "clubs", which included men of all ages, where some players were even paid. Eventually, collegiate athletics and expanded spectator experiences became part of the regular campus experience.

In 1852, the first collegiate athletic competition was held in New Hampshire and pitted rowing teams from Harvard and Yale against each other (Lewis, 1970). Not long after, several different sport clubs began on college campuses in the northeast and universities began regular competition (Lewis, 1970). The first college football game took place in November,1869 in New Brunswick, New Jersey and resembled something much closer to rugby than the American football played today (Rutgers Athletics, 2016). In a competition between Rutgers and Princeton, 25 men from each side took the field in front of roughly 100 spectators and battled to a 6-4 final in favor of Rutgers University (Rutgers Athletics, 2016).

Prior to this game, the first recorded tailgate at an American collegiate sports event occurred as supporters of the visiting Princeton football club loaded up their vehicles with food and ate their lunches in the parking lot before the game (Osgood, 2014). Although some consider it to be the first tailgate at an American collegiate athletic event, it was several decades after what historians consider to be the first organized event tailgating. In the late 1700's, during the French Revolution, public beheadings took place in town squares. Before the beheadings would occur, locals would gather in the square with carts full of food and drink to celebrate the occasion (Osgood, 2014). The first reported instance of tailgating an event in the United States was in 1861 before the First Battle of Bull Run in Manassas, Virginia during the civil war (Osgood, 2014).

Tailgating has developed significantly since the early days of battles, beheadings, and collegiate athletics (Osgood, 2014). Tailgating for college football games has steadily increased over the years, especially in parts of the country where college football is prominent (DiRocco, 2010). The evolution of tailgating at Oklahoma State (OSU) could be seen as a reflection of this movement on a single campus. The first OSU tailgates outside of Lewis Field in the late 1980's consisted of a couple hundred students and alumni gathering on the south side of the stadium (Fredrickson, 2016). There were no tents, televisions, or large grills. People simply mingled around the back of their vehicles for a short time and entered the stadium. The tailgating scene in Stillwater continued this way through the 1990's, but greatly expanded in the early 2000's with the creation of a new football tradition: The Walk. As fans began to line Hester Street each Saturday to watch their team walk to the stadium, tents started popping up along the sidewalks on the route. This new tradition, coupled with an uptick in competitiveness on the field and stadium renovations, saw tailgating expanding in Stillwater. Now for a Saturday game, fans start

setting up their tents all over campus on Thursday nights to make sure they have the best spots for Saturday's festivities. In addition to the parking lots around campus being used by alumni to tailgate, there are currently 105 plots for University-affiliated groups to reserve on campus. Every spot was used for all homes games in the 2017 season (Oklahoma State University, 2018). Although alcohol has not been permitted in Boone Pickens Stadium in the past, it is allowed in the tailgating areas on game day. This is anticipated to change for the 2018 home football season as the University Board of Regents have passed a pilot program to introduce low point beer sales to the general public at OSU athletic events beginning with baseball and softball in the spring of 2018 (Kolak, 2018).

Statement of the Problem

As the review of the literature indicated, excessive drinking on college campuses can be an issue. More specifically, tailgating by college students on home game days can produce alarming rates of alcohol consumption (Neal & Fromme, 2007). There are a plethora of studies that examine how much students drink on game days and potential factors that might contribute to heavy drinking, but there are very few studies that ask students why it is that they drink on college football game days.

Purpose of the Study

The purpose of this study was to help fill in some of the gaps that exist in the research. Using an adapted alcohol expectancy questionnaire developed in 2011 (Glassman et al, 2012), this study gathered quantitative data to investigate why students at OSU drink on college football game day and how much alcohol they consume.

Hypotheses

This research tested two hypotheses. The first hypothesis tested was whether or not the reason that students drink on game day affects how many alcoholic beverages that students will drink.

Null Hypothesis: There is no statistically significant difference in number of alcoholic drinks consumed by respondents who report higher scores in "Social Confidence" categories than "Rowdy Fan" categories.

Alternative Hypothesis: There is a statistically significant difference in number of alcoholic drinks consumed by respondents who report higher scores in "Social Confidence" categories than "Rowdy Fan" categories.

The second hypothesis tested was whether students report total number of drinks being consumed on game day as more than the last time they partied on a day not associated with game day.

Null Hypothesis: There is no statistically significant difference in the number of alcoholic drinks consumed on game day compared to the last time they partied on an occasion not associated with college football game day

Alternative Hypothesis: There is a statistically significant difference in the number of alcoholic drinks consumed on game day compared to the last time they partied on an occasion not associated with college football game day

Significance of Study

The data collected directly from college students at OSU should help develop a more comprehensive image of why students drink on college football game days. By gathering this important information on students reporting why they drink, the University may be able to create a safer way for students to tailgate on campus during college football game days.

The information in this study is fairly generalizable because of the lack of specifics about OSU's campus. If other universities were to obtain the results to this research, they could evaluate policies on their own campuses. Although other schools may not have populations that exactly mirror OSU, getting insight into current college students' mindsets may help other universities further their understandings of students on college football game days.

Definition of Terms

Social Cognitive Theory (SCT): "An approach to learning, incorporating findings from research into learning, memory, and social interaction" (Colman, 2008, p. 402).

One Alcoholic Drink: "12 oz. of beer, 12 oz. of wine cooler, 5 oz. of wine, 1.25 oz. of liquor either straight or in a mixed drink" (Glassman et al., 2012, p. 402). Twelve ounces of beer containing 3.2% alcohol is considered "beer". Twelve ounces of higher point beer is "wine cooler".

Heavy Episodic Drinking (HED): "consuming 5 or more alcoholic beverages in a 2 hour period" (Abar, Turrisi, & Abar, 2011, p. 1104).

Extreme Ritualistic Alcohol Consumption (ERAC): "Consuming 10 alcohol drinks in one event for males and consuming 8 alcoholic beverages in one event for females" (Bormann & Stone, 2001, p. 82).

Tailgating: "host or attend a social gathering at which an informal meal is served from the back of a parked vehicle, typically in the parking lot of a sports stadium" (Janes, Breezeel, & Ross, 2001, p. 212). It can also include similar activities near vehicles, but separated on a paved or grass surface in open air or under a canopy tent (James, Breezeel, & Ross, 2001). For the purposes of this study, this refers to the areas within walking distance (0.75 miles) of the stadium. This includes the area of all official tailgating areas at OSU.

Game Day: "A typical home football game including activities before, during, and after the game" (Glassman et al., 2012, p. 1103). For the purposes of this study, this refers to the areas within walking distance (0.75 miles) of the stadium. This includes the area of all official tailgating areas at OSU.

Assumptions and Limitations of the Study

This study assumed that all respondents answered all survey questions honestly and as accurately as possible. It also assumed that students will pass along the survey to gather a more complete sample utilizing the snowball sampling method.

Potential limitations of the study include the following:

1. Limited Sample Size: Because of time constraints and average response rates from surveys given online, the sample size may be limited

2. Convenience and Snowball Sample Selection: Due to the selection of convenience and snowball sampling, the generalizability of the survey may not be as high as if the study had been conducted using random sampling across campus.

3. Time Frame: This study asked participants to report actions that occurred in the Fall semester of 2018. This may limit respondents to an undetermined subset based on games included in the home schedule.

4. Skewed Data from Respondents Versus Nonrespondents: When giving a survey revolving around college football game days, students with little or no interest in sports may not have been as inclined to fill out the survey which could have skewed the data.

CHAPTER II

REVIEW OF THE LITERATURE

Introduction

Tailgating prior to college football games has become a tradition on many college campuses in the United States. Included with the tradition of eating and socializing is often the consumption of alcohol. SCT is one avenue to explore the relationships and reasons why college students might choose to drink and to what extent they drink at college football game day tailgating events.The review of the literature has expanded on the research topics of student drinking on college campuses, college football game days, alcohol consumption on college football game days, SCT, and the relationship of SCT to college students game day drinking habits. It also included SCT and its relationship to college students and alcohol consumption.

Social Cognitive Theory

SCT, introduced by Albert Bandura, can be segmented into 4 categories that explain how learned behaviors affect a person's perception of what they do. The first of these categories is modeling which states that people learn behaviors by watching others (Connor & Norman, 2005). An example would be if a child grows up seeing their parents drink, they may want to model that behavior when they get older. The second category is outcome expectancy, or what positive or negative affects a person perceives they will experience by completing or not

completing an action (Connor & Norman, 2005). An example would be if a person believes he/she were more fun when they consume alcohol at a party. The third category is self-efficacy which is the person's belief that he/she is or is not able to (or will or will not) complete a certain task he/she has watched others perform (Connor & Norman, 2005). To continue the example above, self-efficacy describes the thought that a person believes they will be more fun if they consume alcohol after perceiving their friend is more fun when they drink. The final category is identification. Identification is the idea that people are more willing to follow behaviors of models that he/she identifies with or looks up to (Connor & Norman, 2005). One is more likely to follow drinking habits of close family members compared to random people at sporting events.

SCT is not necessarily a linear process. As different outcome expectancies arise from either participation in an activity or from watching others, an individual's thought process can change on whether or not they want to participate in the activity.
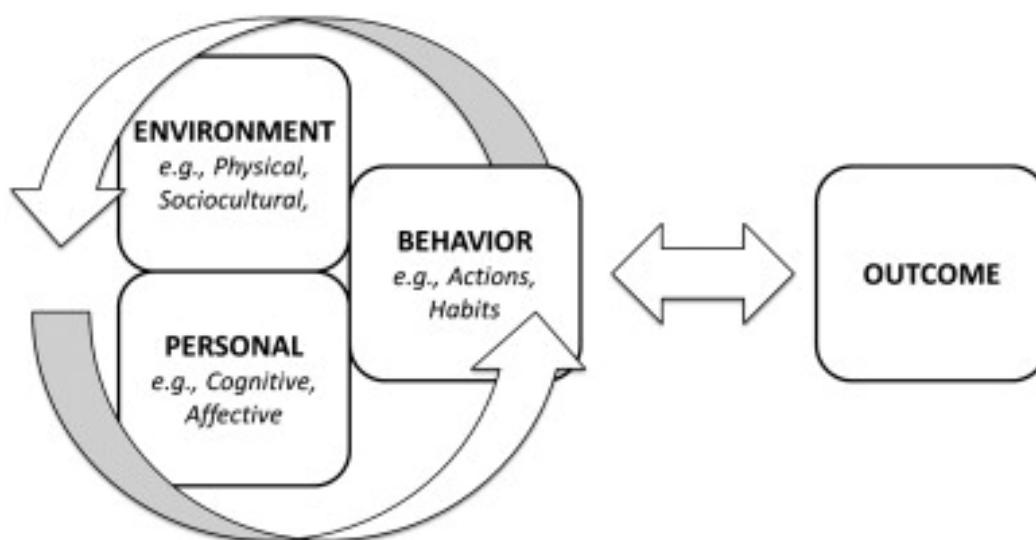

Figure 1 Illustration of SCT cyclical properties (Phipps et al., 2013)

SCT has been observed in several different aspects on college campuses. In a study completed on a southeastern United States college campus in 2015, a team looked at the

relationship between SCT and male college students' willingness to obtain Human Papillomavirus, or HPV, vaccination (Priest, Knowlden, & Sharma, 2015). The 39-question online survey was responded to by 361 undergraduate men aged 18-26 years old. The results revealed that almost every respondent reported that they have not received the vaccination and do not plan on obtaining the vaccination. The most popular response as to why they would not obtain the vaccination was that their peers did not discuss it and their peers did not receive the vaccination. This is a clear example of SCT categories of modeling and identification (Norman & Connors, 2005).

Another example of examining SCT on a college campus is how SCT affects college students and their physical activity (Marmo, 2013). Dr. Marmo constructed a qualitative survey to measure college students and their self-efficacy surrounding physical activity. Nine focus groups for a total of 56 college juniors and seniors sat down with Dr. Marmo and explained what affected their self efficacy. Several students responded similarly stating that they remembered being out of shape, but their hard work and effort had led them to lose weight and be healthier. Seeing this change in themselves encouraged them to continue to work out. Other students noted that they used to be more active and in better shape, but since they had gained weight it was a deterrent to get back into daily physical activity. Many students mentioned that seeing other students who they perceived to be in similar physical fitness as themselves was the single largest motivating factor that gave them the belief that they could achieve their fitness goals demonstrating the importance of the self-efficacy principle of SCT.

SCT has also been linked to explaining drinking on college campuses (Burke & Stephens, 1999). A study conducted by Burke and Stephens (1999) evaluated alcohol consumption outcome expectancies and its relationship to college students' drinking tendencies. Students who

reported they experienced positive outcomes while drinking were much more likely to drink more alcohol and more often. Theorists do believe that positive outcomes of anxiety relief in social situations is a motivating factor for students and the self-reported data suggested the same (Burke & Stephens, 1999). However, students who experienced negative outcomes while consuming alcohol were significantly less likely to drink and, in some instances, had completely stopped drinking alcohol altogether (Burke & Stephens, 1999). Outcome expectancy in SCT can both encourage and discourage specific behaviors.

SCT also has an effect on learned behaviors. In the study of HPV vaccinations (Connor & Norman, 2005) and SCT's effects on physical activity (Priest et al. 2015), the results suggest that some learned behaviors develop on college campuses. A study conducted by Lewis, Neighbors, and Lindgren (2010) suggests that the learned behavior of drinking can start in youth growing up with their families. Parental modeling can be one of the strongest predictors of drinking in young adults (Lewis et al, 2010). In some of their research, they examined parents' drinking habits on a scale of non-drinking, light drinking, and heavy drinking. Students who reported that their parents partook in heavy drinking were considerably more likely to drink than those who reported that their parents participated in light drinking or no drinking at all. In addition, those students who came from homes where parents drank heavily drank 1.5 more drinks on average per event than those students who came from homes where parents drank less or did not drink at all (Lewis et al. 2010).

Across several studies examining SCT in different aspects amongst college students, the literature strongly supports college students being heavily influenced by the actions of their peers and other model figures.

Social Learning Theory and Differential Association

Two other important theories to note are Social Learning Theory (SLT) and Differential Association Theory (DAT). SLT was also introduced by Albert Bandura but varies slightly and focuses on aggression (Leonard & Blane. 1999). SLT has 4 main principles: differential reinforcement, vicarious learning, cognitive processes, and reciprocal determinism. (Leonard & Blane, 1999). Differential reinforcement describes different consequences for the same activity depending on the environment. For example, drinking at a tailgate would have different outcomes than drinking while in your office at work. Vicarious learning is often referred to as modeling and has the same definition as modeling in Bandura's SCT. Cognitive processes posit that people watch others perform activities and use cognitive deducements before doing the activity themselves. This factor suggests that college students don't just drink because they see others doing it. They would presumably drink because they see others doing it and have processed positive outcomes before consuming alcohol. Finally, reciprocal determinism references the idea that both personal and environmental factors influence, and are influenced by, a person's actions. A person may choose to drink in a relaxing environment at home instead of in the office, but that decision might affect how safe the environment becomes for said individual (Leonard & Blane, 1999).

DAT is another learning theory developed by Edwin Sutherland. In his theory, Edwin analyzed criminal behavior and noticed that, although delinquency can be correlated with race and sex, the overwhelming majority of "at risk" individuals were not engaging in delinquent behavior (Matsueda, 2001). Through observation, Sutherland concluded that criminal behavior is learned through interaction with intimate groups. Two elements must be present for individuals to learn delinquent behavior from peers according to Sutherland. The first is a requisite skill set

to commit a certain crime. More individuals are likely to perceive competency in the requisite skills needed for drunk driving compared to cracking a safe. Therefore, individuals are more likely to drive drunk if their peers do. Secondly, the perception of favorable or unfavorable definitions determine whether or not they will commit delinquent behavior. These definitions include rationalizations, verbalizations, and motives. If and individual associates with others that commit a delinquent behavior, they would be more like to rationalize that the behavior is acceptable and would have the motive of fitting it (Matsueda, 2001).

Although these two learning theories can help explain behaviors of humans, SCT is a better model for this research because drinking on game day does not necessarily fall under criminal or delinquent behavior and doesn't revolve around a certain learning environment.

College Drinking

Tracking the exact amount of alcoholic beverages college students consume in a given time period can be hard to judge because the data can rely heavily on self-reporting. When self-reporting number of drinks, students often misjudge how much they are actually drinking (White, Kraus, McCracken, & Swartzwelder, 2003). In a study conducted by White, Kraus, McCracken, and Swartzwelder (2003), students were asked to pour 1 standard drink each of a shot, a mixed drink, and a beer into 3 different cup sizes. The results of their study concluded that students over-poured for every drink type. Mixed drinks, over the 3 cup sizes, contained 85% more liquor than 1 standard drink while a shot contained 26% than 1 standard drink and a beer contained 25% more than 1 standard drink. As cups got larger, the percentage of over-pour over 1 standard drink also increased. When self-reporting number of drinks consumed, students

may be under reporting due to a skewed perception of what a standard drink is. (White et al, 2005).

Because of the skewed perception of how many drinks consumed, students may also be over or underestimating their blood alcohol content, or BAC. According to research on students' estimating their own BAC, it is hard for students to judge (Kraus, Salazar, Mitchell, Florin, Guenther, Brady, Swartzwelder, & White, 2005). In this study, students were asked after a night to guess their BAC and were immediately given a breathalyzer to determine how far off their actual BAC was from their guessed number. In somewhat counter-intuitive information to the previous study from White, Kraus, McCracken, and Swartzwelder (2003), students actually estimated higher BAC levels than their actual BAC levels recorded (Kraus et al, 2005).

Although the legal drinking age in the United States is 21, freshman, many of whom are underage, often consume alcoholic beverages. A survey conducted at a 4-year institution in the U.S. sent instruments to the freshman class within their first month on campus to determine if they understand the university's on-campus alcohol policy (Marshall, Roberts, Donnelly, & Rutledge, 2012). Nearly 90% of the freshmen respondents said they knew the alcohol policy, but only 44% approved of the policy which included underage students not being allowed to drink. Of the 79% of students who responded that they drank at social gatherings despite it being against university policy and being illegal, those who supported the policy drank considerably less than those were openly opposed the policy. Predicting drinking behaviors more closely followed both positive alcohol expectancies of watching their peers have a good time drinking and the self-efficacy of believing they would have more fun drinking than knowledge and respect of the policy (Marshall et al, 2012).

Although some positive alcohol expectancies are a contributing factor as to why some students drink, there can be some negative outcomes students experience. According to research conducted by Dr. Park (2004), the most common negative outcomes reported by students were hangovers and sickness following drinking and regretted kissing or sexual activity with another person (note: regretted kissing or sexual activity was designated to not include sexual violence). Studies also suggest that heavy drinking can lead to more serious long-term issues for students. A study conducted across 2 different college campuses, 1 allowing alcohol on campus and 1 not, surveyed 288 students of Greek, NCAA varsity athletics, or unaffiliated demographics (Fuertes & Hoffman, 2016). Based on self-reporting, 85 students admitted they had an alcohol dependence, 43 students reported that they abused alcohol, and 68 students reported that they drinking had caused problems in their lives. NCAA varsity athletes reported the highest number of alcohol abuse and dependence cases, while students within the Greek community reported that drinking had caused problems in their lives at a higher rate (Fuertes & Hoffman, 2016)

College Football Game Day Drinking

One study conducted to examine the relationship between college football tailgating and alcohol consumption investigated schools in both the southeast and midwest regions of the United States. These regions generally have the largest attended college football games and are known for their tailgating exploits (Merlo, Ahmedani, Barondess, Bohnert, & Gold, 2011). Four hundred and forty-six individuals returned their self-report survey. Of the 446, only 54 did not drink alcohol at all. Of those surveyed, 48.5% of students at the university in the southeast and 58.8% of students at the university in the midwest engaged in HED (Merlo et al., 2011). At the school in the midwest, the group that participated in the highest percentage of HED was students

who did not even attend the game. In the southeast survey, the highest percentage engaged in HED were postgraduate aged men. This may indicate that HED is an issue that does not just reside for one demographic. On tailgating Saturdays, anyone could be at risk.

A separate study was conducted in Austin, Texas to find out if drinking was intertwined with tailgating for University of Texas football games. The researchers collected data over the course of 2 years spanning two entire football seasons regarding college students and alcohol consumption. Of the 20 heaviest recorded drinking days for University of Texas students in Austin, 8 took place on college football game days. Of those 8 game days, only 3 of them were home game days (Neal & Fromme, 2007). Whether the game was at home or on the road, there was not a significant change in the amount of alcohol drank by men. When examining the data of women surveyed, though, drinking at home sharply increased for road football games. For road games, social involvement was a good predictor for how much alcohol a female consumed. As watch parties in Austin increased for road games, so did drinking rates of the female responders (Neal & Fromme, 2007).

When large groups of people congregate in small areas and alcohol is introduced at a rapid rate, problems can arise (Merlo, Hong, & Cottler, 2010). In university towns with football teams boasting a winning tradition over the course of two years, a study was conducted by examining the arrest rate of people in that town on 10 home football game days, 10 holidays, and 10 control days. Holidays were added because drinking generally increases on those days compared to normal days. The results showed that on home game days, there was an average of 70.3 arrests compared to 11.8 arrests on holidays and 12.3 arrests on control days. A majority of the arrests on home game days were alcohol related. An increase in population for the city on

game day could potentially contribute to more arrests on average, but that alone probably would not account for there being over five times more arrests (Merlo et al, 2010).

Students across the country were given an online survey questioning their game day drinking motives by Dr. Glassman in 2011. The top 3 results were that alcohol helps them root for their teams, to have fun, and to gain social confidence (Glassman, Miller, Miller, Wohlwend, & Reindl, 2012). Drinking can help create an atmosphere that allows students to engage others at an event as described by respondents of the survey. The instrument used in Dr. Glassman's data collection was modified from the alcohol expectancy questionnaire (AEQ) and will be used for data collection in this research.

Instrumentation

The Alcohol Expectancy Questionnaire (AEQ) was developed in 1980 by a team of researchers lead by S.A. Brown and has 2 separate versions: adult and adolescent (Brown, Goldman, Inn, & Anderson, 1980). Both versions are designed to examine what individuals expect to result from drinking alcohol (Brown, Christiansen, & Goldman, 1987). The adult version is intended for any adult over the age of 18, while the adolescent version is intended for people between the ages of 12 and 19 who have never previously drunk alcohol. Research completed using the AEQ suggests a direct relationship between alcohol expectancies and the consumption and abuse of alcohol as well as behavior while drinking. (Brown et al, 1987).

CHAPTER III

METHODOLOGY

Instrument

Using a modified questionnaire from a study completed at the University of Florida in 2011 (Glassman et al., 2012), the current study examined why college students choose to drink on OSU college football game days in Stillwater, Oklahoma. The questionnaire was adapted from the AEQ which has internal validity alpha coefficients range between .72 and .92 for college aged students which yields internal consistency. The AEQ also demonstrates criterion, cross-cultural, and discriminant validity. To ensure that the altered questionnaire held similar reliability and validity to the AEQ, Dr. Glassman and his team collected data two separate times over the course of two consecutive football seasons. The 2008 season was used to test reliability and validity, while the 2009 season was used to collect data to be analyzed in their research. Both of these factors held up. This research adapted Dr. Glassman's questionnaire to fit OSU and will yield similar validity and reliability as no questions were changed (Glassman et al., 2012). No additional questions will be added to the questionnaire, but questions regarding a University of Florida specific game day text alert system were removed.

The questionnaire used a variety of questions to collect data. Some questions had multiple choice answers, some questions had open ended responses, and some questions had students rank their thoughts from "strongly agree" to "strongly disagree". The multiple choice questions were used mainly for demographic purposes. The open-ended response questions

focused on how many drinks students report drinking on college football game days and non-college football game days. The questions where students were asked to rank their opinions from "strongly agree" to "strongly disagree" were alcohol expectancy questions such as "I become a more intense fan when I drink on game day" and "Drinking makes it easier to have a good time on game day".

Selection of Participants

To complete the collection of data, a population of OSU undergraduate and graduate students was surveyed using an online instrument created via Qualtrics. An online survey using Qualtrics was chosen for convenience of distribution and data collection. Qualtrics' single response and anonymity features allowed sample participants to respond without revealing identity, but protected the data from a single participant responding multiple times.

The population studied was undergraduate and graduate students at OSU. OSU last reported their student enrollment at 24,387. Due to time constraints and general convenience, the initial sample was collected using convenience sampling. The first set of respondents were selected by distributing the survey to all students in classes taught by professors in the Recreation Management, Recreational Therapy, and Leisure Studies programs in the College of Education, Health, and Aviation at OSU. After completing the survey, respondents were asked to pass the survey along to fellow students as an act of snowball sampling. Data collection began in September after approval by the Institutional Review Board. The data collection plan was to begin collecting data by September 24 or as soon as IRB approval was obtained, whichever came first. The data collection was planned to continue until October 10, unless fewer than 100 usable responses were collected. If that were the case, data collection would continue until 100 usable

responses were collected or data collection reached November 1. The questionnaire created on Qualtrics was distributed electronically. Student respondents had the capability to respond on a computer, smartphone, or tablet. The instrument was accompanied by an introduction letter.

Analysis of Data

To analyze the data, descriptive statistics were run to determine mean, median, mode, and standard deviation on age, number of alcoholic beverages consumed, and alcohol expectancy outcomes. These descriptive statistics were analyzed using the Wilcoxon signed-rank test run through SPSS. The Wilcoxon signed-rank test examined if the difference in population mean ranks differed. Specifically, the Wilcoxon test helped evaluate if the data supported the H1 null hypothesis of a non-significant different in number of drinks consumed between the Rowdy Fan category group and the Social Confidence category group or supported H1 alternative hypothesis regarding if there was a statistical difference between the alcoholic consumption by the Social Confidence category group compared to the Rowdy Fan category group. Additionally, the Wilcoxon test helped evaluate if the data supported the H2 null hypothesis a non-significant difference in number of drinks consumed on game day compared to the last time respondents partied on an occasion not associated with college football game day or supports H2 alternative hypothesis of a significant difference in number of drinks consumed on game day compared to the last time they partied on an occasion not associated with college football game day. The Wilcoxon signed-rank test is a nonparametric statistical analysis and was selected to analyze the data because the data collected was not a random sample, indicating the need for use of a nonparametric statistical analysis.

CHAPTER IV

RESULTS

Overview

   The data analyzed in this research focused on how many alcoholic drinks OSU students

consumed on home game days compared to other party events not associated with game days. It

further investigated whether there was a statistically significant difference in number of drinks

consumed by students who reported higher scores in "Social Confidence" categories compared to

students who reported higher scores in "Rowdy Fan" categories. There were 228 total responses

collected. Because this research was conducted analyzing student drinking behavior, respondents

who reported as non-students were removed. Additionally, responses that were not filled out

entirely were removed. After removing non-student responses and incomplete responses, the

total number of usable responses was 131. The non-student respondents accounted for 9 of the 97

responses deleted. The incomplete questionnaire responses accounted for 88 of the the 97

responses deleted.

Demographics

   The mean of reported age of respondents was 21.26 years of age. The median and mode

of reported age was 21 years of age. Of the 131 usable responses, 66 identified themselves as

male and 65 identified themselves as female. Graduate students accounted for 12.2% of

respondents; seniors accounted for 29% of respondents; juniors accounted for 24.4% of

respondents; sophomores accounted for 15.3% of respondents; freshman accounted for 19.1% of respondents. The majority reported being juniors and seniors (see Table 1).

Table 1 Respondent Gender and Year Classification	
Classification	n=131
Graduate Student	16
Senior	38
Junior	32
Sophomore	20
Freshman	25
Gender	
Male	65
Female	64

Hypotheses I

The first null hypothesis tested was: there is no statistically significant difference in number of alcoholic drinks consumed by respondents who report higher scores in "Social Confidence" categories compared to "Rowdy Fan" categories. To test this hypothesis, data was sorted into students who reported a score of 4 or higher in the "Rowdy Fan" categories and students who reported a score of 4 or higher in the "Social Confidence" categories. Overall, 40 students were categorized into the "Rowdy Fan" category group and 75 students were categorized into the "Social Confidence" category group. There were 16 respondents who did not report high enough scores in either category to be included in one of the two groups. To be categorized into the "Rowdy Fan" group, a respondent would report a score of 4 or more on the following statements: alcohol allows me to "let loose" so I can get rowdy on Game Day; I become a more intense fan when I drink on Game Day; I root for the Cowboys more passionately when I drink on Game Day. To be categorized into the "Social Confidence" group, a respondent would report a score of 4 or more on the following statements: having a drink in my

22

hand can make me feel more secure in a different social situation on Game Day; drinking on Game Day makes people feel more at ease in social situations; drinking gives me more confidence in myself on Game Day; it is easier for me to meet new people if I have been drinking on Game Day. A score of 4 or more was recorded if students rated they agreed (4), moderately agreed (5), or strongly agreed (6) with the statements above. Lower scores were recorded if respondents disagreed (3), moderately disagreed (2), or strongly disagrred (1) with the statements above.

Using the Wilcoxon signed rank test, the mean number of drinks on game day for each group were compared to find whether or not statistically significant differencece could be determined. The "Rowdy Fan" category group reported a mean of 7.850 drinks consumed on game day while the "Social Confidence" category group reported a mean of 6.987. A Wilcoxon test indicated that there was a statistically significant difference in number of drinks consumed by the "Rowdy Fan" category group compared to the "Social Confidence" category group.

Table 2 Drinks Consumed on Game Day by "Rowdy Fan" and "Social Confidence" Respondents

	n=131	Average Number of Drinks Consumed	Standard Deviation
Rowdy Fan	40	7.850	4.865
Social Confidence	75	6.987	5.190

The p-value, or statistical significance of the difference in mean number of drinks consumed, was .105. Since the p-value was greater than .05, it is determined to be a statistically significant difference in the mean ranks. The p-value was calculated by comparing the mean number of drinks on game day of the 40 respondents from the "Rowdy Fan" group to the mean number of drinks on game day to the 74 respondents from the "Social Confidence" group. This statistically

significant difference concludes that with a p > .05 confidence level, the "Rowdy Fan' group respondents drank more on game day than did the "Social Confidence" group respondents.

Hypothesis II

The second null hypothesis tested was: there is no statistically significant difference in the number of alcoholic drinks consumed on game day compared to the last time respondents partied on an occasion not associated with college football game day. To test this hypothesis, a Wilcoxon signed rank test was run comparing mean ranks of drinks consumed on game day and drinks consumed at their last party occasion not associated with game day of all 131 respondents. The mean number of drinks consumed on game day was 4.7710. The mean number of for the drinks consumed on non-game days/last party was 4.2137. Although there were more drinks consumed on average per student on game day than their last party event, there was not a statistically significant difference between the two (see Table 3).

Table 3 Drinks Consumed on Game Day Compared to Last Time Respondents Partied Not Associated with Game Day

	Number of Respondents	Average Number of Drinks Consumed
Drinks Consumed on Game Day	131	4.771
Average Number of Drinks Consumed	131	4.214

Note. p=.017

The p-value, or statistical significance of the difference in mean number of drinks consumed, was .017. Since the p-value was less than .05, it was determined that there is not a statistically significant difference in the mean ranks. The p-value was calculated by comparing the mean number of drinks on game day of the 131 usable responses to the mean number of

drinks on the last party occasion not associated with game day of the 131 useable responses. This non-statistically significant difference concludes that with a $p < .05$ confidence level, respondents did not drink more on game day compared to the last time they partied not associated with game day.

Conclusion

The study utilized Wilcoxon signed rank tests to evaluate two separate hypotheses. The first null hypothesis stated: there is no statistically significant difference in number of alcoholic drinks consumed by respondents who report higher scores in "Social Confidence" categories than "Rowdy Fan" categories. After running the Wilcoxon test, the results suggest the null hypothesis should be rejected as there was a statistically significant difference in the number of drinks consumed by respondents who reported higher scores in "Social Confidence" categories than "Rowdy Fan" categories. The second null hypothesis state: there is no statistically significant difference in the number of alcoholic drinks consumed on game day compared to the last time they partied on an occasion not associated with college football game day. After running the Wilcoxon test, the results suggest the null hypothesis should not be rejected as there was not a statistically significant difference in the number of drinks consumed on game day compared to the last time they partied on an occasion not associated with college football game day.

CHAPTER V

DISCUSSION

Introduction

There have been numerous studies using SCT to analyze student behavior on campus ranging

from workout habits to willingness to receive the HPV vaccination. Additional studies have

examined how SCT can evaluate student drinking behavior, but research specifically about

drinking on game day is scarce. The purpose of this study was to help continue research in the

area of college football game day and its relationship with student drinking. Using the Wilcoxon

signed rank test, the research compared whether or not students drank more on game day than

the last time they partied and whether there was a difference in the drinking behavior between

certain groups of students.

Implications

Finding out that students reporting in the Rowdy Fan category tend to drink more on game

day when compared to others could be important information for the University. If University

administrators are able to understand why students drink on college football game day, it could

potentially be easier to predict student behavior. If University administrators are able to predict

student behavior, they could possibly be able to provide different programming options on game

day or creating new policies that encourage safer drinking practices among students on game

day. Knowing that students who reported that they drank to become a rowdier fan consumed

more alcohol on game days compared to other groups surveyed, OSU could adopt programming similar to a pep rally on game day to get students engaged and energized for the game. Administrators at Grand Canyon University in Phoenix, Arizona adopted a strategy in the mid 2010's to engage students before home basketball games (Joseph, 2017). In hopes of creating a unique atmosphere at pre-game and at the game, inside of their arena, an area just outside the arena was set aside for students to enjoy free soda and pizza before games while a live DJ played up beat music to hype students up. Instead of allowing students in hours before the game, students were let into the arena 45 minutes before start in an attempt keep the students from sitting around for two hours before the game started. Once inside, an in-arena DJ catered to students by playing more hype music. This system helped a school without much of an athletics tradition create an exciting and highly directed engagement and atmosphere for the game (Joseph, 2017). Programming like this could benefit OSU and other universities in the attempt to curb dangerous drinking behaviors on college football game days, but maintain the excitement and engagement sought by the Rowdy Fans, as well as others.

SCT could be used by university officials when making determinations of programs and policies related to alcohol consumption on game days. If students are having positive outcome expectancy related to alcohol consumption of being a Rowdy Fan or being more Socially Confident, then it seems by the data that they will be more likely to drink and drink more. If another option is provided that would offer students positive outcome expectancies to becoming a Rowdy Fan and/or be more Socially Confident, than students may be inclined to pursue that avenue.

Limitations

One of the limitations of this study is that it relied on self-reporting. Even when given the measurements of what constitutes one alcoholic drink, self-reporting accuracy can vary from participant to participant. Another limitation of the study was the sample size and population selection process. With the limited time and resources available, this research utilized convenience sampling with additional participants recruited through snowball sampling. Additionally, responses were capped in January to align with the academic calendar. Although this information could be helpful to OSU, the results may not be generalizable to other campuses because of differences in populations.

Another factor that could have potentially affected the results of this study compared to past years and future years was that this was the first year that OSU allowed in-stadium beer sales to the general public outside of club and suite areas. With beer readily accessible inside the stadium, number of drinks consumed inside and outside the stadium could have varied from past seasons and could vary in the future as the novelty of beer sales fades. Along with the policy allowing beer sales in the stadium, the stadium disallowed re-entry. In the past, attendees were allowed to leave the stadium at halftime and go back to their tailgates with the option of coming back into the stadium at a later time. The elimination of this concept could have also affected the data. OSUPD reported that there were fewer number of alcohol related incidents inside the stadium during the 2018 football season (Merelo, 2018). Police Chief Leon Jones speculated that the sale of alcohol in the stadium likely discouraged attendees from bringing alcohol into the stadium or consuming large quantities immediately prior to entering the facility (Merelo, 2018).

One additional limitation could be that the definition of walking distance from the stadium was not defined within the survey questionnaire. Some respondents may have determined this distance to be shorter or longer than the study defined 0.75 miles.

Future Research

There is potential for future research utilizing or modifying this study. This study could be duplicated on other campuses across the country. The scope of the study could be expanded to include individuals that are not students at the University. Research comparing different drinking behaviors at different university sports (basketball, baseball, soccer, etc.) and different universities could also be valuable. Another factor that could add to the research is the tailgating relationship and differences between home games on weekends versus home games on weeknights.

Outside of alcohol, some states now allow the use of other recreational, legal intoxicants such as marijuana. Other studies could examine the relationship between tailgating and game day marijuana use. Additionally, investigating the differences reported by Rowdy Fans groups, Social Confidence groups, and others comparing recreational marijuana use and drinking behaviors could be informative.

This study could be modified to investigate tailgating for other sports. It would also be possible to research the relationship between tailgating for football on one campus compared to tailgating for other sports on the same campus.

Conclusion

For this research, it was noted that students who drank on college football game days at OSU to become a more intense fan drank a significantly higher amount than students who just drank to be more comfortable in social situations. Although no statistically significant difference was found, the respondents did report a higher amount of drinking on college football game days compared to other party events. This research has potentially bridged some of the gaps in the research in this area, and it could provide a guide for future research regarding drinking, and potentially other legal intoxicants, and college football game days.

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APPENDICES

Invitation to Participate

Hi -

You are receiving this email because you have been identified as a member of the appropriate population for a research project. The research project aims to identify why Oklahoma State University students drink on college football game days.

I would greatly appreciate it if you would take a few minutes to complete the attached survey and then **share it with other interested parties**.

https://okstatecoe.az1.qualtrics.com/jfe/form/SV_bmcssALBECMa7kN

If you have any questions or would like to hear about the research once it is completed, please contact Brett Powell (brett.powell@okstate.edu) or Donna Lindenmeier (donna.lindenmeier@okstate.edu)

I look forward to collecting the responses to provide insight in helping our campus community environment grow. And as always, Go Pokes!!

Survey

This study is interested in the social and personal activities football fans engage in on Game Day.

Please take 15 minutes to complete this brief and anonymous survey. Your participation and honest answers are greatly appreciated. If you do not wish to participate in this study at this time or at any point during the survey process, please close the web page.

If you have questions about this survey, please contact Brett Powell (brett.powell@okstate.edu; 405-744-3700) or Donna Lindenmeier (donna.lindenmeier@okstate.edu; 405-744-3700). If you have questions about your rights as a participant in this study, please contact the OSU IRB Office (irb@okstate.edu; 405-744-3377).

What is your gender?

○ Male

○ Female

○ Other

What is your academic classification?

○ Freshman

○ Sophomore

○ Junior

○ Senior

○ Grad/Professional Student

○ Non-student

How do you describe yourself?

○ American Indian/Alaskan Native

○ Asian or Pacific Islander

○ Black (non-Hispanic)

○ Hispanic or Latino

○ White (non-Hispanic)

○ Other

Are you currently a member of a Greek fraternity or sorority (IFC, NPHC, PC, MGC)?

○ Yes

○ No

How old are you? _____

How many home football games do you plan to attend in 2018?

○ 0

○ 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ 7

How many road games (including bowl games) do you plan to attend this year?

- ○ 0
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6

"Game Day" is defined as a typical home football game including activities before, during, and after the game (i.e., tailgating either on or off campus).

Have you consumed any alcohol on Game Day over the course of the 2018 football season?

- ○ Yes
- ○ No

One drink is defined as 12 oz of beer including low point beer, 12 oz of wine cooler including high point beer, 5 oz of wine, 1.25 oz of liquor either straight or in a mixed drink.

Note: please answer the following questions regardless of your location on Game Day.

On average, how many alcoholic drinks do you typically consume during the two hours BEFORE a home football game?

_____

On average, how many alcoholic drinks do you typically consume DURING a home football game?

_____

On average, how many alcoholic drinks do you typically consume during the two hours AFTER a home football game?

_____

On average, what is the total number of alcoholic drinks you typically consume before, during, and after a home football game?

_____

Not including Game Day, how many alcoholic drinks did you have the last time you "partied"/socialized?

_____

Did you bring alcohol into the stadium during any of the 2018 home football games?

○ Yes

○ No

Have you ever experienced any of the following due to drinking alcohol before, during, or after a home football game over the course of the 2018 football season?

	Yes	No
Had a hangover	○	○
Vomited	○	○
Drove after drinking	○	○
Drove after having 5 or more drinks	○	○
Had memory loss (blackout)	○	○
Was hurt or injured	○	○
Got into a fight or argument	○	○
Got reprimanded by police	○	○
Arrested/ticketed by police	○	○
Took advantage of someone sexually	○	○
Had been taken advantage of sexually	○	○

The following pages contain statements about the effects of alcohol related to Game Day. Many of the questions may seem similar to one another. Even though you may think the questions are the same, please read each statement carefully, and respond according to your personal thoughts, feelings, and beliefs about alcohol. Each response is necessary and while not required, it is important that you respond to every question.

Please respond to the following questions according to what you personally believe to be true about alcohol use on Game Day.

	Strongly Disagree	Moderately Disagree	Disagree	Agree	Moderately Agree	Strongly Agree
Having a drink in my hand can make me feel secure in a different social situation on Game Day	○	○	○	○	○	○
Alcohol allows me to "let loose" so I can get rowdy on Game Day	○	○	○	○	○	○
I become a more intense fan when I drink on Game Day	○	○	○	○	○	○
I find that conversing with someone I am attracted to easier after I have had a few drinks on Game Day	○	○	○	○	○	○
I root for the Cowboys more passionately when I drink on Game Day	○	○	○	○	○	○
Drinking makes it easier to have a good time on Game Day	○	○	○	○	○	○

Please respond to the following questions according to what you personally believe to be true about alcohol use on Game Day.

	Strongly Disagree	Moderately Disagree	Disagree	Agree	Moderately Agree	Strongly Agree
Alcohol allowed me to be more assertive on Game Day	○	○	○	○	○	○
I feel more of a happy-go-lucky person when I drink on Game Day	○	○	○	○	○	○
Drinking on Game Day reduces my sexual inhibitions	○	○	○	○	○	○
A couple of drinks makes me more outgoing on Game Day	○	○	○	○	○	○
Having a few drinks is a nice way to celebrate on Game Day	○	○	○	○	○	○
Drinking on Game Day makes people feel more at ease in social situations	○	○	○	○	○	○

Please respond the following questions according to what you personally believe to be true about alcohol use on Game Day.

	Strongly Disagree	Moderately Disagree	Disagree	Agree	Moderately Agree	Strongly Agree
Drinking gives me more confidence on Game Day	○	○	○	○	○	○
A few drinks makes it easier to talk to people on Game Day	○	○	○	○	○	○
People are more likely to "hook up" (sexually) if they have been drinking on Game Day	○	○	○	○	○	○
It is easier to meet new people if I have been drinking on Game Day	○	○	○	○	○	○
Alcohol makes Game Day even better	○	○	○	○	○	○
Drinking makes get-togethers more fun on Game Day	○	○	○	○	○	○
Drinking on Game Day makes tailgating more enjoyable	○	○	○	○	○	○

Please respond to the following questions according to what you personally believe to be true about alcohol use on Game Day.

	Strongly Disagree	Moderately Disagree	Disagree	Agree	Moderately Agree	Strongly Agree
After a few drinks on Game Day, I don't worry much about what other people think of me	○	○	○	○	○	○
If I consume alcohol on Game Day, I can scream and cheer louder	○	○	○	○	○	○
Alcohol enables me to have a better time on Game Day	○	○	○	○	○	○
It is easier to tell funny stories or jokes on Game Day if I have been drinking	○	○	○	○	○	○
Things seem funnier when I have been drinking on Game Day, or at least I laugh more	○	○	○	○	○	○
After a few drinks on Game Day, I feel more flirtatious	○	○	○	○	○	○
A drink or two can make me feel more energetic on Game Day	○	○	○	○	○	○

Thank you for completing this survey!

If any of the questions during this survey have caused an adverse emotional reaction, please contact Student Health Services at 405-744-7665 or visiting them at 1202 Farm Road.

VITA

Brett Powell

Candidate for the Degree of

Master of Science

Thesis: LIQUID COURAGE AND SATURDAYS: A STUDY OF THE RELATIONSHIP BETWEEN COLLEGE FOOTBALL GAME DAY AND STUDENT ALCOHOL CONSUMPTION

Major Field: Leisure Studies

Biographical:

Education:

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Experience:

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University of Alabama: March 2019 - present

Professional Memberships:

NRPA: 2018 – present
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